

501 Palm Avenue
Hialeah, Florida 33010
Phone: 305-883-5800
Fax: 305-883-5932
www.hialeahfl.gov



Media Contacts

Chief of Staff Arnie Alonso
Office: 305-883-5800
Cell: 305-801-7571

Lisa Setrini Espinosa
Office: 305-889-5701
Cell: 305-215-6204

City of Hialeah

For Immediate Release

Press Release

The City of Hialeah Proclaims Monday, April 16, 2012 as “4sqDay”

Hialeah, Florida – In commemoration of “4sqDay” (April 16 = 4/16 = 4/ 42 or four-squared), Mayor Carlos Hernandez, the esteemed City Council and the City of Hialeah proclaim April 16, 2012 as 4sqDay in Hialeah.

Used by over 20 million people, *Foursquare* is a social network that attracts visitors to discover cities and local businesses across the country. When these users travel to new cities they’ve never been to, foursquare is often one of the first places they look to discover where to eat, shop, and stay. It also encourages residents to shop and explore locally.

“Social media is an excellent way of showcasing the talent and creativity intrinsic to our city,” said Mayor Carlos Hernandez. “The City of Hialeah, along with Comcast, recently launched the online video platform *Yo Soy Hialeah*. Through social avenues we can provide the public with opportunities to discover the exciting stories that make Hialeah the dynamic and vibrant city we all love.

Yo Soy Hialeah, part of Comcast’s national pilot, [Project Open Voice](#) designed to improve the reach and broaden the diversity of local programming, including public, educational, and governmental (PEG) media. Hialeah is one of only six markets across the nation to partake in this exciting project and the only one built with a bilingual platform. Through video and interactive media, *Yo Soy Hialeah* seeks to support a strong sense of community by building ties between citizens of all types inviting local organizations to serve as content providers.

Mayor Hernandez reaffirms the City’s belief in social media as a valuable tool in today’s’ society, “We will continue to support social networks such as *Foursquare*, *Yo Soy Hialeah* and others to connect with local residents and to draw visitors to our lovely City.”

For more information please call Lisa Setrini Espinosa at 305-889-5701